

## ANDREW'S LIMITED



The dream Andrew Halverson had upon graduating from the University of Wisconsin-Stevens Point, at the age of 24, was to own and operate a fine men's clothing store. This dream fostered the beginning of Andrews Limited in 2002, an upscale clothing store specializing in men's apparel located at 5733 Windy Drive in Stevens Point. Andrew's Limited focus's primarily on tailored clothing: suits and sport coats, as well as trousers. In addition they also offer a very extensive line of better quality sportswear, as well as a full line of men's furnishings and accessories. They also rent formal wear for all occasions.

Before opening Andrew's Limited, Andrew studied the market place and prepared a quality business plan with detailed market and competitive assessment. He used his knowledge of the industry and the marketplace to create a store that appeals to a broad range of fashion-conscious professional men. SBA was able to assist Andrew with an SBA loan to open this new men's clothing store in the fastest growing business district in the Stevens Point area. "Our mission is to contribute to the professional well being of all our customers," says Andrew. "Our job is to help our customers create their own image for success."

Innovative marketing and doing things with a community mind set has helped Andrew succeed in business. Andrew established a relationship with a local television station that allowed Andrew's Limited to provide attire for their on-air staff during all news casts. This provided logo identification during each of the news casts that were viewed by over 50,000 households each day. Andrew believes aggressive media marketing goes hand-in-hand with active one-to-one networking.

Andrew is a young business owner with an old fashioned spirit for combining entrepreneurial success and community involvement. Andrew participates in area business council activities and serves in leadership positions for three community organizations. One of his projects is chairing "Making a Difference," a Kiwanis recognition program for outstanding sixth graders. He is a member of the Business Council Board of Directors and stays active in local political activities.

In addition, Andrew established what he characterizes as "complementary partnerships." Andrew has partnered with a successful women's clothing store in the community by hosting a joint fashion show every spring to benefit the Central Wisconsin Epilepsy Foundation. This event benefits a great cause and caters to many successful community leaders. In addition to raising funds for the Epilepsy Foundation, Andrew provides all staff clothing and the Master of Ceremonies attire for the local hospital foundation's annual evening of elegance fund raiser. Six hundred professionals attend the fund raiser each year.

SBA is proud to have been of assistance to this fine young entrepreneur in fulfilling his dream of owning his own business. Andrew says, "There are so many opportunities to make a difference." "As business people we can build better businesses while contributing to the welfare of our community." This exemplifies what the word "entrepreneur" means.